



City of Terre Haute Website Training

Basics of Website Content Management

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ADA Compliance

ADA = Americans with Disabilities Act. There are certain standards government websites should adhere to, to be in compliance with the ADA. The City of Terre Haute (COTH) website must be moving towards ADA compliance.

To accomplish this, please accurately fill in all form fields for pieces of content that you create/edit. This includes titles, summaries, descriptions, etc. Especially on images and links.

Overview













- Important Terms
 - Plone – Software that runs our website. (Content Management System, “CMS”)
 - URL – Uniform Resource Locator, aka “web address” or “page address.”
 - Located at top of browser window in the “address bar.”
 - Contains a domain name, and possibly more text after.
- Logging in
 - Same username/password for logging into computers (“cty...”)
 - Black menu on left side will appear.
 - Options will vary based on your roles and permissions.
 - Log out at bottom by clicking your username, then “Log out”
- Content structure & types



- Folder
 - Folder
 - Page
 - News Item
 - Event
 - Image
 - File
 - Link
 - Collections
- Example content hierarchy below ...
- Home (aka “Root”) – folder (with default page displayed)
 - Departments – folder
 - Engineering Department – folder
 - Projects – folder
 - Projects – page, displayed as default page (overview)
 - Project ABC – page (details on Project ABC)
 - Project ABC Announcement – news item (project opening)
 - Information Technology
 - Subfolders and content
 - Wastewater
 - Subfolders and content
- Contents link on left-hand menu
 - Displays all content inside a folder, as well as other useful info such as content state, type, etc.
 - Good way of getting overview of the content inside of your folder.
- Default page
 - Each folder can have a default page to display.
 - If none is selected, a different type of view must be chosen for the folder.
 - Each scenario has usage
 - Scenario 1 – Default page needed – Department pages
 - Scenario 2 – Other display type needed – City council meeting documents, recordings, files, etc.



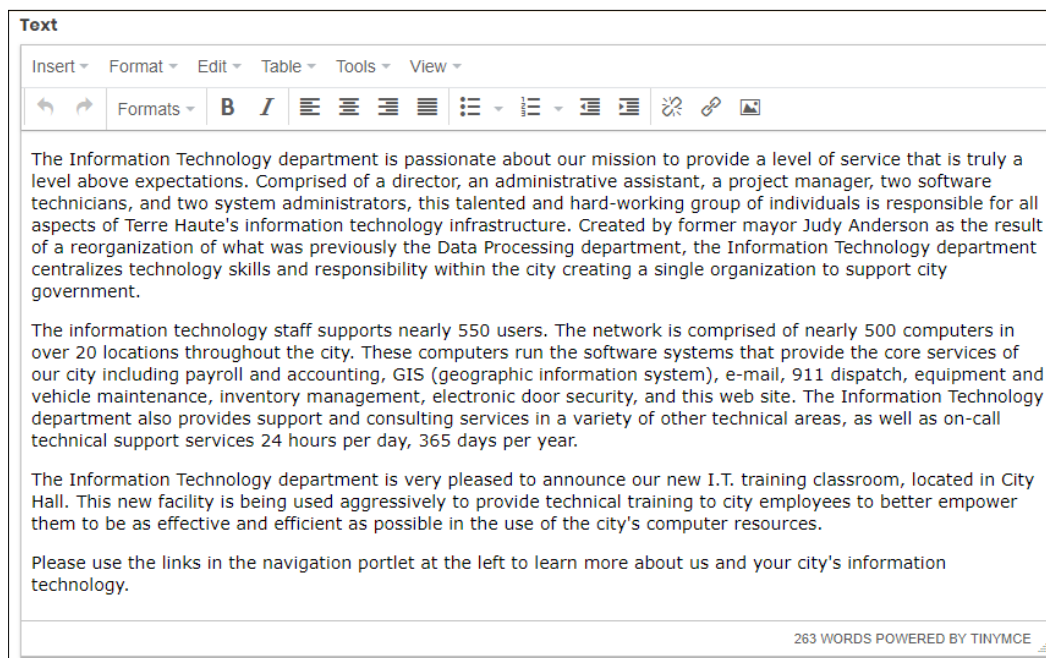
Side Menu (Must be Logged in)

  Contents  Edit  View  Add new...  State: Externally visible  Actions  Display  Manage portlets  4 days ago  Sharing  cty0030it	<ul style="list-style-type: none">• Again, options will vary based on your roles and permissions.• Circular (Phone icon) button – collapses the menu, and gives you more room to work with.• Contents – Displays all contents of the folder you are presently in.• Edit – Allows you to edit the content of the URL you are on• View – Allow you to view the URL you are on in a way that the public would see if the content were published externally.• Add new... - Allows you to add new content. (This will only appear while you are at the root of a folder.)• State – The current state the content is in, regarding the publication process, and the ability to modify its state.<ul style="list-style-type: none">○ Private (retracted)○ Published externally (visible to public)○ Published internally (only visible to logged in users)○ Submit for publication (submit for review by dept head/designated publisher of your dept).• Actions – Actions you can perform on a piece of content.<ul style="list-style-type: none">○ Cut○ Copy○ Delete○ Rename• Display – Allows you to set the display type or default page of a folder. (This will only appear while you are at the root of a folder.)• Manage portlets – Management of portlets. Concept for later training.• “4 days ago” – Relative time of when the content was last modified.• Sharing – Control of who has the ability to create/edit/publish content on the current folder.• Username – Options for logging out, preferences, etc.
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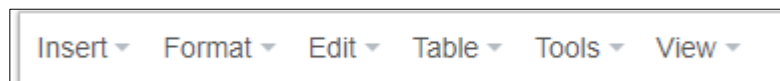


Our New Text Editor - TinyMCE

The new text editor is called TinyMCE. It is similar to our previous editor (FCKEditor), in that it has similar functionality as any other Rich Text Editor such as Microsoft Word. Below is what it looks like.



TinyMCE Menu Bar






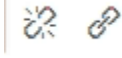

- Insert
 - Media
 - General tab – External URL
 - Embed tab – HTML code from another website (YouTube). Iframe tags.
 - Advanced tab
 - Horizontal line
- Format – Bold, Italic, etc.
 - Formats
 - Headings – different headings (H1 – H6)
 - Block – Paragraphs, blockquotes, etc.
 - Inline – Bold, Italic, etc.
 - Alignment – Left,
 - Tables – disabled.
 - Discreet – faded text color.
 - P.callout – creates callout block around text.
 - Div.portalMessage
 - Clear formatting

- Edit – Undo, Redo, Cut, Copy, Paste, Paste as text, Find and replace, Select all.
 - Note: “Paste as text” pastes text only, while “Paste” may include styling.
- Table
 - Table -> Add table and choose rows/columns
 - Table properties – while cursor is inside the table, allows editing of table layout/styles
 - General tab – Width, Height, Cell Spacing, Cell Padding, Border, Caption, Alignment
 - Advanced tab – Style (CSS), Border style, Border color, Background color.
 - Delete table
 - Cell Properties
 - General tab – Width, Height, Cell Type, Scope, H Align, V Align
 - Advanced tab – Style (CSS), Border style, Border color, Background color.
 - Merge cells
 - Split cell
 - Row – Options for inserting, deleting rows
 - Row properties
 - General tab – Row type, Alignment, Height
 - Advanced tab – Style (CSS), Border style, Border color, Background color.
 - Column – Options for inserting, deleting columns.
- Tools
 - Source code – Allows you to view/edit the HTML source for the content.
- View
 - Visual aids
 - Show invisible characters
 - Preview – Pop up window that allows you to preview what your content will look like after publishing.
 - Fullscreen – Allows full screen editing. To toggle this mode use Ctrl+Shift+F.

TinyMCE Toolbar (From Left to Right)

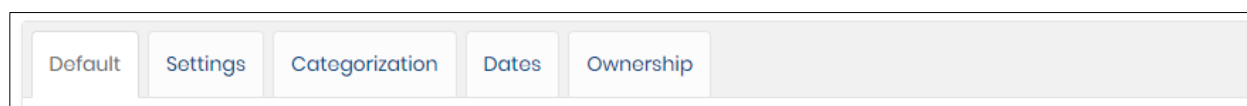


	1. Undo/Redo
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	<p>2. Formats</p> <ul style="list-style-type: none"> ○ Headings – different headings (H1 – H6) ○ Block – Paragraphs, blockquotes, etc. ○ Inline – Bold, Italic, etc. ○ Alignment – Left, ○ Tables – disabled. ○ Discreet – faded text color. ○ P.callout – creates callout block around text. ○ Div.portalMessage
	<p>3. Bold, Italic, Align left, Align center, Align right, Justify, Bullet list, Numbered list, Decrease indent, Increase indent</p> <ul style="list-style-type: none"> ○ Different bullet points and numeric options are available after clicking the dropdown menus for lists.
	<p>4. Remove link, Insert/edit link</p> <ul style="list-style-type: none"> ○ Discussed on a case-by-case basis below.
	<p>5. Insert/edit image</p>

Adding/Editing Content – All Types

Here are steps and best practices for adding any piece of content. All types of content share many of the same setting options, indicated by the tabs at the top of the browser window (shown below).



1. Navigate to the folder where you need to add content. This will most likely be your department folder or a subfolder within it.
2. Click “Add New...” on the left hand menu, and then click on the type of content you wish to add.
3. While under the Default tab, enter all the content.
 - a. Tip: Enter the title, then scroll to the bottom and click save. This will save the piece of content to the backend database immediately. Also, save often, after doing edits, especially if your content will take a long time to enter. This will all prevent loss of your work should you lose power to your computer, accidentally close the browser, etc.
 - b. Title – Enter a title. Please name your content accurately and appropriately based on what keyword phrases a public visitor would type in a search query for your content. This makes your content easy to find through search queries on the website or search engines (Google, for example).
 - c. Summary - Enter a summary for all pieces of content. Use appropriate keyword phrases based on the text of what a person would search for, as mentioned above.
 - d. Text – If available, enter the content you would like displayed. This will use the TinyMCE editor as described above.



Tips: Break long content up into small digestible paragraphs of 2-3 sentences. Make use of the Headers under the Formats menu for sub-topics.


- e. Lead Image – These are not required, but do make for a nice aesthetic appearance. They are displayed as a backdrop to the page titles in the folder grid view, as well as displayed at the top of your content, just below your page title. While recommended, not required.
Click Choose File button and choose the image from your computer's file explorer.
 - f. Lead Image Caption – **REQUIRED FOR ADA COMPLIANCE** if lead image was used. Use an accurate description based on what appears in the image.
Good example: "Three golfers on a golf course, with one golfer hitting the ball off the tee."
Bad example: "Golfers" or "Golf"
 - g. Change Note – If editing pre-existing content, enter what changes you made to the piece of content here.
Example: "Corrected incorrect dates of this event." This helps with tracking changes to the content. Not applicable if adding brand new content.
 - h. You may choose to click the Save button here, and continue edits to the other tabs below.
4. Under the settings tab...
- a. Allow discussion – Leave set to "No value."
 - b. Exclude from navigation – This will depend on the type of content. If left unchecked, the content will appear as a link on the left side navigation column for the folder.
Pages and folders are usually NOT excluded (leave unchecked).
News Items, Events, Links, and Images usually ARE EXCLUDED (checked).
Follow any and all departmental conventions/standards for this decision.
 - c. Short name – This is the text that will appear in the URL for this content item. For example, what is underlined below is the "Short name."
<https://terrehaute.in.gov/departments/cemetery/cemetery-news-2019>
The Short name will usually be the content title with dashes in between the words.
Example: "Hulman Links Golf Outing, Sat July 4th" = hulman-links-golf-outing-sat-july-4th). If you want a shorter, more marketable URL for promotions, here is the place to enter it. For instance, you could shorten it to "hulman-links-outing" if needed.
 - d. Versioning enabled – Leave set to default value.
 - e. Table of contents – This is a handy option if you have a long page of content, and have used the Headers 1, 2, 3, etc. in the Text of your content. When checked, a box with easy page navigation will appear on the right side of the page. Use at your discretion.
5. Categorization tab
- a. Tags – Start tagging all new content you create. Use words that will distinguish this type of content from other types so that it can later be used in collections.
Examples: "city council meeting 2-4-20," "golf," "Hulman Links," "Deming Park", "any other topic or keyword that distinguishes your content, and you would like to build a collection from.

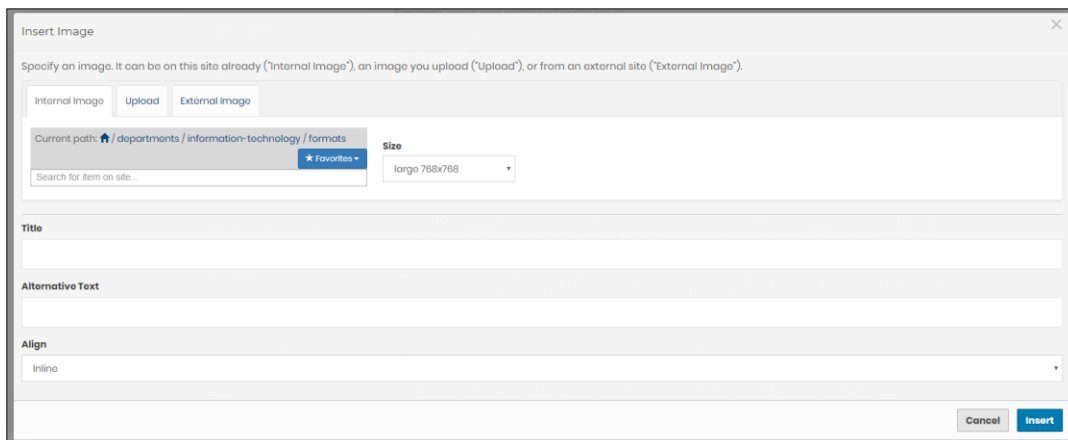


- b. Language – Leave set to default.
 - c. Related Items – Select related content items that you would like to display links to. These will appear at the bottom of the page. Example: A city council event could link to a folder or page with agenda/minutes from that same meeting. Use at your discretion to help visitors navigate to relevant, related content.
6. Dates tab
- a. Publishing Date – The date you would first like the content to appear.
 - b. Expiration Date – The date you would like the content removed from the website, in searches and listings.
 - c. Tips: This can be useful for news you'd like to announce in the future, but isn't ready to publish yet. It could also be relevant for any content that you would like removed from the site in the future.
7. Ownership tab – Useful or collaboration on projects, but can usually be left alone unless there is a strong need.
- a. Enter Creators, Contributors, and Rights as necessary.

Adding Images to Your Content

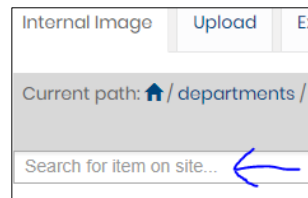
Inserting images into content can present specific challenges. This section will attempt to provide clear instructions on adding images into your content.

1. Be sure to have the image(s) prepared that you want to use, cropped to appropriate dimensions if necessary, and the file(s) named appropriately. How does the content contributor know what are appropriate dimensions for his/her image?
2. While in the TinyMCE editor, place the cursor where you'd like the image to appear in the content.
3. Click the image icon  in the editor toolbar. You'll be presented with the following window.



4. This window has 3 tabs at the top. Below I discuss the use cases for using each one of those, and the steps for each.
 - a. Internal Image – Use this tab if the image is already uploaded to the website.
 - i. Click the Internal Image tab at the top if you are not already on it.

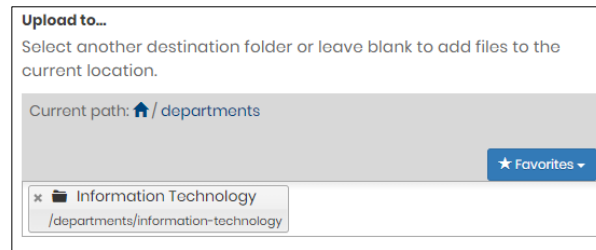
- ii. Click on the input box that says “Search for item on site...”



- iii. From there you’ll be able to browse the images available on our website, starting with the folder you are currently in, with options to go levels higher/lower if needed.
- iv. Select the image by clicking on it. It should then appear inside the text box.

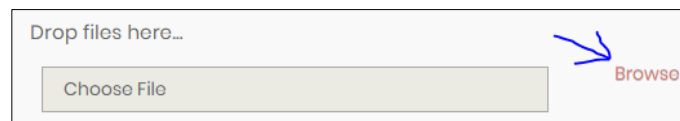
- b. Upload – Use this tab if you have the image on your computer and it needs uploaded.

- i. Click the Upload tab at the top of the window.
- ii. Make sure you are uploading to the appropriate folder by verifying your location in the Upload to... box.



Information Technology is selected in this case.

- iii. Click Browse



1. OR drag and drop the image onto this interface using files selected from your Windows file explorer.

- iv. Click Upload

- c. External Image – Use this if you are using an image from an external website address. Only do this if you have permission from the image owner. Otherwise, this would most likely be a violation of image usage licensing.

5. Select the size of the image from the Size dropdown menu. Once images are uploaded to the web server, they are available in multiple sizes.
6. **Required:** Enter a Title. This is displayed when you hover the mouse over the image.
7. **Required:** Enter an accurate description in the Alternative Text field. Be very descriptive, and not vague. Good example: “A circuit board, displaying electrical components.”
8. Choose the appropriate alignment for your content. This will vary based on how you want it displayed in your content.
9. Click Insert.

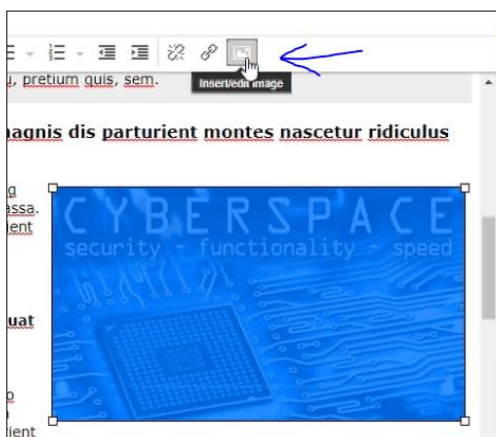
10. **You still must publish the image before it will display to the public.** An image is a separate piece of content and will have its own URL dedicated to it. You may publish an image externally by using the following steps.

- Verify you are in the folder where you uploaded the image to.
- Click Contents on the left-hand menu at the top.
- Find the image in the listing and click on it. (You can utilize the search feature to help you find it by name). This should take you to the image URL, where you will have options on the left-hand menu to change it's state.
- Click State, then Publish Externally.



- The image should now appear on the content where you are displaying it.

11. To edit an image click on the image so a blue overlay appears, then click the Image button.



12. You will then be given the same window as you did in Step 3, where you can make further edits.

Adding Links to Your Content

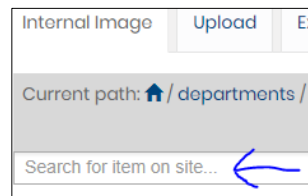
Linking to other web pages, whether internal or external is required. You can use text or images as links to other pages. Here are the steps on how to do that.

- If using text as a link, type out the text you'd like to display as a link.
- Highlight the text or image you'd like to use as a link.
- Click the Insert/Edit Link button at the top-right of the editor.

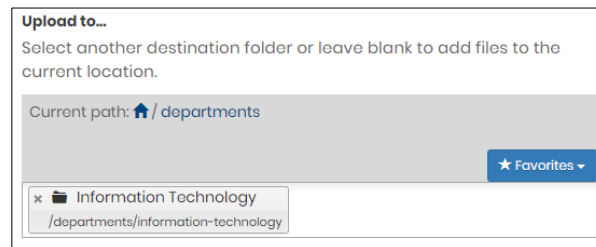


- Here you have options with 5 tabs at the top. Below are your options, based on where you want to link to.

- a. Internal – Used to link to another URL on our site.
 - i. Click the Internal tab at the top if you are not already on it.
 - ii. Click on the input box that says “Search for item on site...”

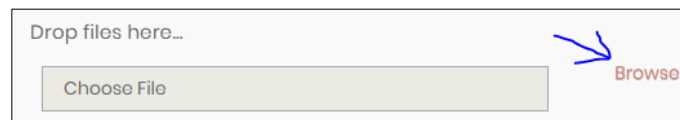


- iii. From there you’ll be able to browse to all available content on our website, starting with the folder you are currently in, with options to go levels higher/lower if needed.
 - iv. Select the piece of content you’d like to link to by clicking on it. It should then appear inside the text box.
- b. Upload – Used to link to a file that you are yet to upload.
 - i. Click the Upload tab at the top of the window.
 - ii. Make sure you are uploading to the appropriate folder by verifying your location in the Upload to... box.



Information Technology is selected in this case.

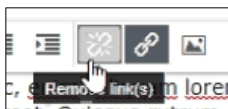
- iii. Click Browse



- 1. OR drag and drop the image onto this interface using files selected from your Windows file explorer.
 - iv. Click Upload
- c. External – Used to link to an external website.
- d. Email – Used to link to someone’s email address. You also have the option here to enter a subject if you wish.
- e. Anchor – Used to link to an anchor on the same page you are on. Use the dropdown menu to select the headers you’ve already entered on the page. Useful for long pages of content.
- 5. Target – This determines whether the link is opened in the current window or in a new tab/window.
 - a. Open in this window/frame – opens in same window you are in.



- b. Open in new window – will vary by browser, but usually opens in a new tab.
 - c. Open in parent window / frame – opens in same window you are in.
 - d. Opens in top frame (replaces all frames) – opens in same window you are in.
6. **Required:** Title – Enter a description of where the link points to.
 7. Click Insert.
 8. To edit the link click on the text/image in your editor and click the Insert/Edit Link button.
 9. To remove a link click the Remove link(s) button.



10.

Adding News Items

News Items are no different than a page, except they appear in our news feed on the home page.

1. Make good use of the date settings under the Dates tab to schedule announcements in the future if you aren't ready to announce the news yet.
2. Use tags under the Categorization menu for potential collections. Perhaps "street closings" could be used as a tag so all street closing information could be built into a collection.
3. Check Exclude from navigation under the Settings menu. These should not belong on the navbars on the left side of pages, unless there is a specific reason to.
4. Add Lead Image and Lead Image Caption if necessary. **If an image is used, the caption is required.**
5. Click Save.
6. Don't forget to externally publish, all news that is live, or scheduled to go live.

Adding Events

Events are time specific content items in the future. They are displayed next to the News on the home page.

1. Enter title and summary as with any other content type.
2. Enter start and end dates/times, but read below for better potential options.
 - If you just want to put a start date time (without an end time), enter it in the Event Starts field, then click the Open End checkbox to remove the Event Ends time. This may make things easier, since you won't have to enter an end time. There is also the option of selecting the Whole Day checkbox, which will remove the times
 - If the event is a one-time event, enter dates/times as necessary, but if it repeats, take advantage of the Recurrence option if you want to schedule repeating events.
3. Enter Location, Attendees, Contact Name, Email, Phone, URL (if necessary)
 - The URL could be used to link a certain event to a folder where meeting agenda/minutes are located, along with audio recordings, etc.
4. Add Lead Image and Lead Image Caption if necessary. **If an image is used, the caption is required.**



5. Use tags under the Categorization menu for potential collections. Perhaps "city council meeting" could be used as a tag so all meeting information could be built into a collection.
6. Click Save.
7. Don't forget to externally publish, all news that is live, or scheduled to go live.